ABSTRACT OF DISCLOSURE

A driving assist system for a vehicle comprises: a driving environment detection device that detects a driving environment of the vehicle; a risk potential calculation device that calculates a risk potential present along a longitudinal direction (a RPlongitudinal) and a risk potential present along a lateral direction (a RPlateral) relative to the vehicle based upon the driving environment detected by the driving environment detection device; a longitudinal information conveyance device that presents the RPlongitudinal calculated by the risk potential calculation device to a driver; a lateral information conveyance device that presents the RPlateral calculated by the risk potential calculation device to the driver; and a timing control device that adjust an output timing of the longitudinal information conveyance device and an output timing of the lateral information conveyance device so as to prompt a driver to perform a longitudinal driving operation or a lateral driving operation to stabilize behavior of the vehicle when operation and non-operation of the longitudinal information conveyance device and the lateral information conveyance device are switched.